

# Sample Media Materials

## Press Release Template

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**YOUR LOGO  
OR LETTERHEAD**

### **FOR IMMEDIATE RELEASE:**

[Date release distributed]

### **CONTACT:**

[Name of who press  
should contact]

[Phone]

[e-mail]

## **HEADLINE**

(3-8 word phrase that grabs attention and tells the story. Centered, bolded, larger font size)

### *Sub-Headline*

(6-15 words in 1-2 sentences, italicized, that gives one or two major details. Sub-headlines are not always necessary or used)

(Your City, CA) – First paragraph: Tell them everything they need to know, but make it interesting, emotional. Why the public should care. Three to four lines only.

Second paragraph: Quote from high official. "Bold statement," said your Police Chief. "Second quote line to back it up or add to it."

Third paragraph: more detail on your grant or activity. Include grant amount if not part of first paragraph.

Fourth paragraph: Background on problem that will be addressed by this grant.

Fifth paragraph: If kickoff press release, OTS PIO will add quote from OTS Director.

More background if applicable. Integrate OTS funding line.

If release runs more than a page, add "(more)" centered at bottom

At end of release, add "-end-" or "###" centered to signify there is no more.

## Sample Press Release

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STATE OF CALIFORNIA  
BUSINESS, TRANSPORTATION AND HOUSING AGENCY

### **OFFICE OF TRAFFIC SAFETY**

**7000 FRANKLIN BOULEVARD, SUITE 440**

SACRAMENTO, CA 95823-1899

[www.ots.ca.gov](http://www.ots.ca.gov)

(916) 262-0990

(800) 735-2929 (TT/TDD-Referral)

(916) 262-2960 (FAX)

ARNOLD SCHWARZENEGGER, GOVERNOR  
DALE E. BONNER, SECRETARY



### **FOR IMMEDIATE RELEASE:**

December 19, 2007

### **CONTACT:**

Chris Cochran

(916) 262-2975

[ccochran@ots.ca.gov](mailto:ccochran@ots.ca.gov)

## **California Launches Holiday DUI Crackdown**

*"Report Drunk Drivers. Call 911" Roadway Signs Unveiled  
\$4 Million in Grants to Target DUI Enforcement*

Sacramento, Calif. – At a news conference held today at the California Highway Patrol (CHP) 911 emergency dispatch center in Rancho Cordova, Office of Traffic Safety (OTS) Director Christopher J. Murphy announced \$4 million in grants to 103 local law enforcement agencies for special holiday DUI enforcement efforts. Murphy also unveiled one of the over 750 'Report Drunk Drivers. Call 911' OTS funded signs being installed approximately every 40 miles along state and county roadways.

"Impaired driving is a completely preventable crime," said Business, Transportation and Housing Agency Secretary Dale E. Bonner. "The combined efforts of the state's law enforcement community, state agencies and help from the public are making California roadways safer."

As Californians make plans for upcoming holiday travel, OTS wants motorists to know that the state is coordinating unparalleled resources to deter and remove impaired drivers from the roadways. The public can do their part by arranging for a designated sober driver or not drinking and driving in the first place.

"Impaired driving puts everyone on the road in danger, and we're doing everything we can to ensure that California's motorists enjoy a safe, crash-free holiday season," said Director Murphy. "The CHP, along with local police and sheriff's departments, are combining aggressive enforcement with public education, and will be working diligently to arrest anyone who drives impaired and endangers lives."

The CHP and local agencies will be stepping up enforcement by putting all available officers on the road in the coming weeks. In addition to installing the new roadway signs, Caltrans will also be utilizing their changeable message signs to remind millions of travelers to "Report Drunk Drivers. Call 911." The Department of Motor Vehicles (DMV) will feature "Report Drunk Drivers. Call 911" messaging in all of their field offices. The Department of Alcoholic Beverage Control will be out in force to fight alcohol sales to those obviously intoxicated or underage.

###

**YOUR LOGO  
OR LETTERHEAD**

## **MEDIA ADVISORY**

**ADVISORY DATE:**  
(Date)

**CONTACT:**  
(name)  
(phone)  
(email)

### **DESCRIPTIVE HEADLINE**

(your one chance to grab their attention, don't make it boring)

#### **Sub-Headline with Key Supporting Information**

(give them a taste of what it's all about)

**WHAT:** Describe what is happening at event or news conference. What is the reason for holding the event — to educate or inform the public about a specific traffic safety issue, create awareness, release information?

**WHERE:** Include exact location including street address, floor, suite number and parking instructions. Be sure to include an alternate location in case of inclement weather. Have a backup location secured in advance.

**WHEN:** Include day of week, date and exact time. Specify a.m. or p.m. Double-check dates.

**WHO:** List speakers and participants in order of importance, including titles. Double-check the spelling of all names.

**WHY:** Why the event is taking place? Highlight key statistics supporting your issue and make the story local.

**VISUALS:** Include key visual elements which will help the media tell the story, including demonstrations of traffic safety equipment. Remember, pictures sell the story.

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## Sample Media Advisory

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STATE OF CALIFORNIA  
BUSINESS, TRANSPORTATION AND HOUSING AGENCY

### OFFICE OF TRAFFIC SAFETY

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### MEDIA ADVISORY:

December 19, 2007

### CONTACT:

Chris Cochran, (916) 262-2975

[ccochran@ots.ca.gov](mailto:ccochran@ots.ca.gov)

## California Launches 2007 Holiday DUI Crackdown

*'Report Drunk Drivers. Call 911' Roadway Signs Unveiled*

*\$4 Million in Grants to Target DUI Enforcement*

**What:** The California Office of Traffic Safety (OTS), California Highway Patrol (CHP), Caltrans, Department of Motor Vehicles (DMV) and Department of Alcoholic Beverage Control (ABC) will announce plans for an upcoming holiday DUI crackdown, including the installation of *'Report Drunk Drivers. Call 911'* roadway signs throughout California and \$4 million in grant funding to support increased enforcement statewide.

**Who:**

- Chris Murphy, Director, California Office of Traffic Safety
- Mike Brown, Commissioner, California Highway Patrol
- Will Kempton, Director, Caltrans
- Dr. David Manning, Regional Administrator, National Highway Traffic Safety Administration
- Chuck Hurley, National CEO, Mothers Against Drunk Driving (MADD)
- Bob Martinez, Chief of Strategic Planning, Department of Motor Vehicles
- Steve Hardy, Director, Department of Alcoholic Beverage Control

**When:** Wednesday, December 19, 2007 – 10:30 a.m.

**Where:** Caltrans Regional Transportation Management Center (outside main entrance)  
CHP Dispatch Center  
3165 Gold Valley Drive  
Rancho Cordova, CA 95670

*\* In the event of rain, the press conference will be moved indoors.*

Directions: Take US-50 East toward Placerville. Take the Sunrise exit. Turn right onto Sunrise. Turn left onto White Rock Road. Turn right onto Gold Valley Drive.

(more)

- Why:** Preventing impaired driving via deterrence is critical to reducing injuries and fatalities on California's roadways. OTS is awarding grant funding to support special holiday sobriety checkpoints and saturation patrols, as well as the installation of permanent '*Report Drunk Drivers. Call 911*' roadways signs throughout California. This multi-pronged approach to deterring impaired driving will contribute to a decrease in alcohol-related injuries and fatalities.
- Visuals:** CHP will conduct a short "ride-along" demonstration illustrating how the public can spot a drunk driver. A full-sized example of the '*Report Drunk Drivers. Call 911*' roadway sign will be on site. Media tours of the 911 dispatch center will be made available immediately following the press conference. Various DUI enforcement tools and vehicles will be on display and available for touring.

# # #

## Sample Fact Sheet

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### California's 2007 DUI Enforcement Crackdown *'Report Drunk Drivers. Call 911'*

#### Fact Sheet

##### California Data

In California, 1,597 people were killed in alcohol related crashes in 2006, up from 1,574 fatalities in 2005 – an increase of 0.015 percent. Additionally in 2006, there were 31,099 people injured in alcohol-related crashes, up from 30,810 in 2005.

In California, 182,414 people were arrested for driving under the influence (DUI) in 2005.

The average alcohol-related fatality in California costs \$3.8 million, including \$1 million in monetary costs and \$2.8 million in quality of life losses.

The estimated cost per injured survivor of an alcohol-related crash averaged(s) \$115,000 including \$55,000 in monetary costs and \$60,000 in quality of life losses.

Alcohol-related crashes accounted for an estimated 20 percent of California's auto insurance payments. Reducing alcohol-related crashes by 10 percent could save \$300 million in claims payments and loss adjustment expenses.

##### National Data

Nationally, there were 17,602 alcohol-related fatalities in 2006 – an increase of 0.1 percent from 17,590 in 2005.

Alcohol-related motor vehicle crashes kill someone every 31 minutes and non-fatally injure someone every two minutes.

In 2006, half (50%) of the drivers involved in fatal crashes who had been drinking had a blood alcohol content (BAC) of .16 or above.

Nationally, the rate of alcohol involvement in fatal crashes is more than three times higher at night, compared to daytime offenses.

In 2006, 42 percent of all fatal crashes during the week were alcohol-related, compared to 58 percent on weekends.

*Sources: Statistics provided by the California Highway Patrol Statewide Integrated Traffic Records System (SWITRS) and the National Highway Traffic Safety Administration's (NHTSA) National Center for Statistics and Analysis (Alcohol Traffic Safety Facts 2006).*